# MEMBER **PROFILE** USER **MANUAL**

# Retail Design Institute™

Retail Design Institute 25 North Broadway Tarrytown, NY 10590 P. 800.379.9912 F. 914.332.1541
Email: jobsite@retaildesigninstitute.org Website: www.retaildesigninstitute.org

## FOREWARD

One of the newest features of the retaildesigninstitute.org website is the Linked-In style social networking functionality for the exclusive benefit of our members. This new set of features allows you to further the sense of community that comes with Retail Design Institute membership. Effectively utilizing the features of the member profile function gives you an advantage in your field by enabling you to connect with other members and positvely affect your career goals. Our mission is to promote the advancement and collaborative practice of creating selling environments. The new member profile section compliments our mission, and we believe to be an essential cog in achieving our core values: Innovation, Collaboration, Education, Leadership, and Credentials.

When you activate your account, you will create your profile that showcases you as a retail professional. An important part of membership is the ability to network with clients, colleagues, and peers. This feature of the Retail Design Institute website allows you to now network with other members that would otherwise be geographically prohibitive. Your network consists of your connections and your connections' connections, giving you immediate access to a qualified professionals in every field represented by the Retail Design Institute. Through your member profile you can:

- Showcase yourself and your projects as a professional in the retail industry;
- Network with potential clients, industry providers and suppliers, and most importantly, members that dictate retail through the creation of visionary selling environments;
- Create Blog's to help deliver yourself as an expert in your field;
- Find potential partners and develop business relationships;
- Educate yourself by participating in discussions with other members in a group setting;
- Upload your resume immediately giving employers seeking professionals access to you.

This manual will serve as a guide to help you effectively populate your member profile and take full advantage of the new features offered by the Retail Design Institute website. If you have any questions, contact your local chapter web chair that can be found on the individual chapter's section of the website.

## MEMBER PROFILE ADMINISTRATION

**To log out of your account**

**To manage your personal Blog**

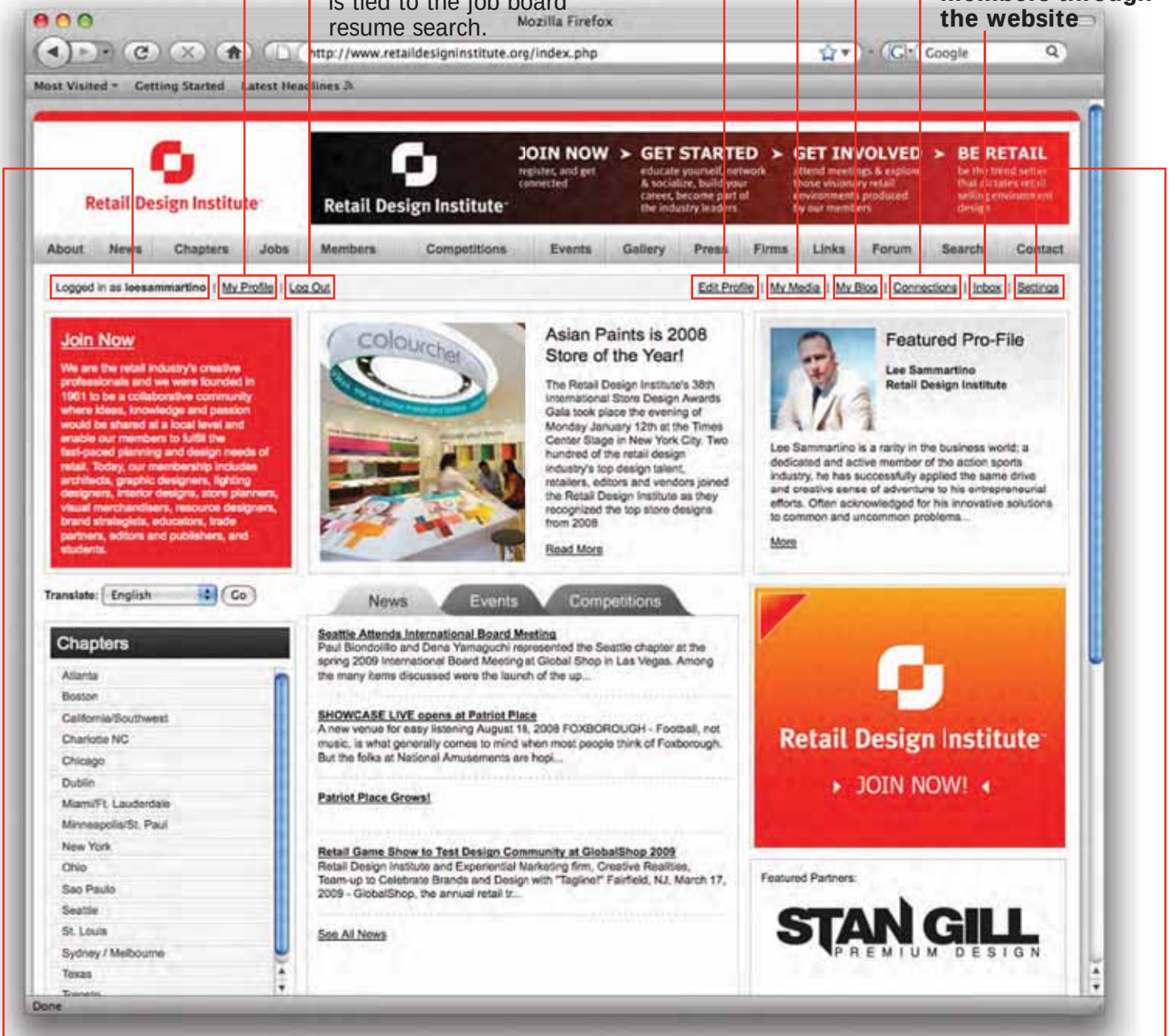
**To manage your photo / video galleries.**

**Shows the current / pending connections you have with other members.**

**To view your profile as others view your profile.** This link is **NOT** used to edit your profile features.

**To Edit your profile.** Use this to edit your contact info, profile, experience, education, and upload your resume. Your resume is tied to the job board resume search.

**Internal communication system that allows you to communicate with other members through the website**



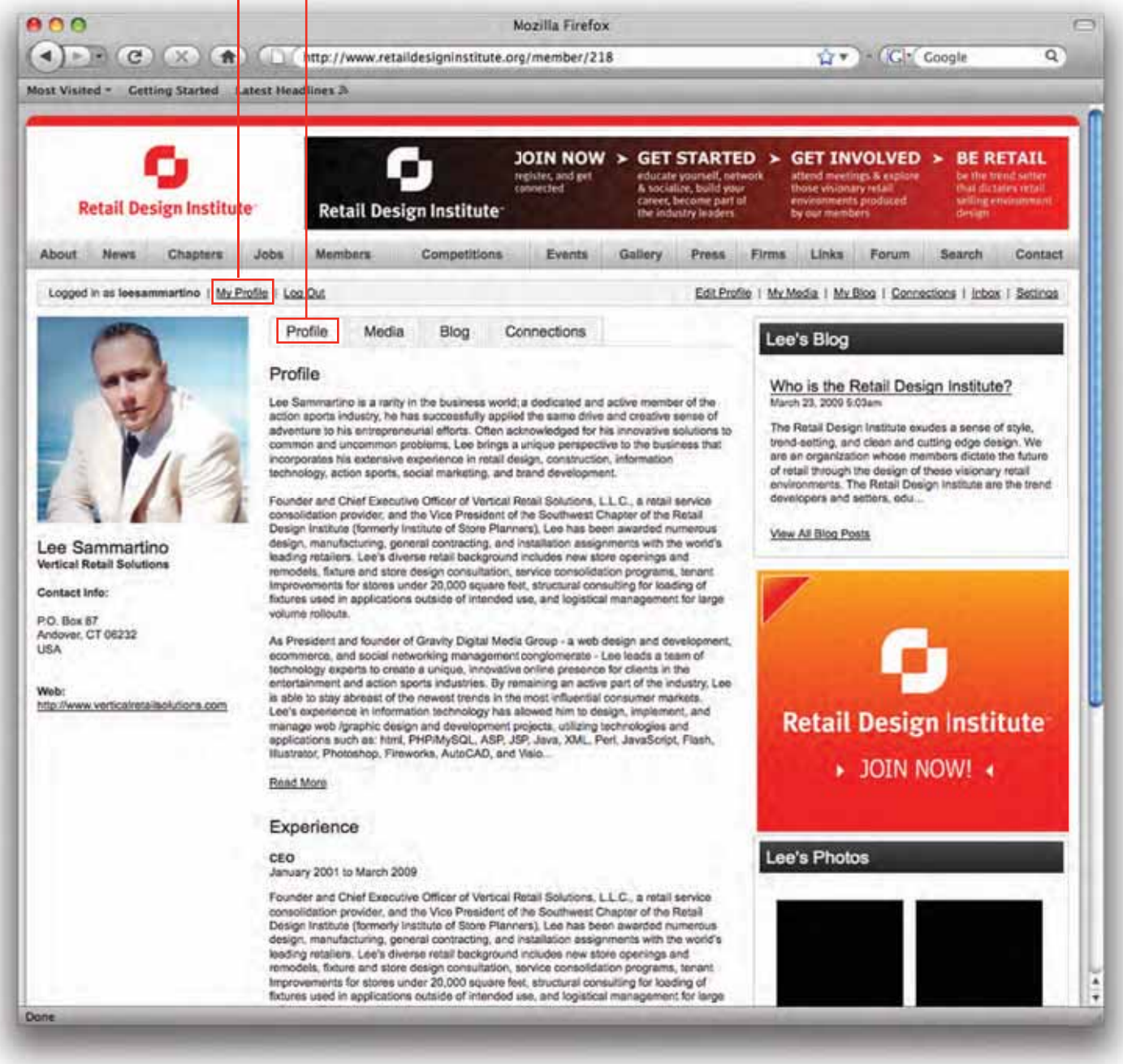

**Shows your login status.** If you do not see this bar, then you are **NOT** logged in to your account.

**Account Settings.** This is how you change your account settings, make your profile or sections of your profile private, etc.

## MEMBER PROFILE ADMINISTRATION

Once you clicked the **"My Profile"** link, you now have the view that the general public has of your profile.

**Main Pofile Tab.** To view your Bio, Experience, and Education.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Search
Contact
Logged in as loesammartino | My Profile | Log Out
Edit Profile | My Media | My Blog | Connections | Inbox | Settings
Profile
Media
Blog
Connections
Lee Sammartino
Vertical Retail Solutions
Contact Info:
P.O. Box 87
Andover, CT 06232
USA
Web:
http://www.verticalretailsolutions.com
Profile
Lee Sammartino is a rarity in the business world; a dedicated and active member of the action sports industry, he has successfully applied the same drive and creative sense of adventure to his entrepreneurial efforts. Often acknowledged for his innovative solutions to common and uncommon problems, Lee brings a unique perspective to the business that incorporates his extensive experience in retail design, construction, information technology, action sports, social marketing, and brand development.
Founder and Chief Executive Officer of Vertical Retail Solutions, L.L.C., a retail service consolidation provider, and the Vice President of the Southwest Chapter of the Retail Design Institute (formerly Institute of Store Planners), Lee has been awarded numerous design, manufacturing, general contracting, and installation assignments with the world's leading retailers. Lee's diverse retail background includes new store openings and remodels, fixture and store design consultation, service consolidation programs, tenant improvements for stores under 20,000 square feet, structural consulting for loading of fixtures used in applications outside of intended use, and logistical management for large volume rollouts.
As President and founder of Gravity Digital Media Group - a web design and development, ecommerce, and social networking management conglomerate - Lee leads a team of technology experts to create a unique, innovative online presence for clients in the entertainment and action sports industries. By remaining an active part of the industry, Lee is able to stay abreast of the newest trends in the most influential consumer markets. Lee's experience in information technology has allowed him to design, implement, and manage web /graphic design and development projects, utilizing technologies and applications such as: html, PHP/MySQL, ASP, JSP, Java, XML, Perl, JavaScript, Flash, Illustrator, Photoshop, Fireworks, AutoCAD, and Visio...
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Experience
CEO
January 2001 to March 2009
Founder and Chief Executive Officer of Vertical Retail Solutions, L.L.C., a retail service consolidation provider, and the Vice President of the Southwest Chapter of the Retail Design Institute (formerly Institute of Store Planners), Lee has been awarded numerous design, manufacturing, general contracting, and installation assignments with the world's leading retailers. Lee's diverse retail background includes new store openings and remodels, fixture and store design consultation, service consolidation programs, tenant improvements for stores under 20,000 square feet, structural consulting for loading of fixtures used in applications outside of intended use, and logistical management for large
Lee's Blog
Who is the Retail Design Institute?
March 23, 2009 9:03am
The Retail Design Institute exudes a sense of style, trend-setting, and clean and cutting edge design. We are an organization whose members dictate the future of retail through the design of these visionary retail environments. The Retail Design Institute are the trend developers and setters, edu...
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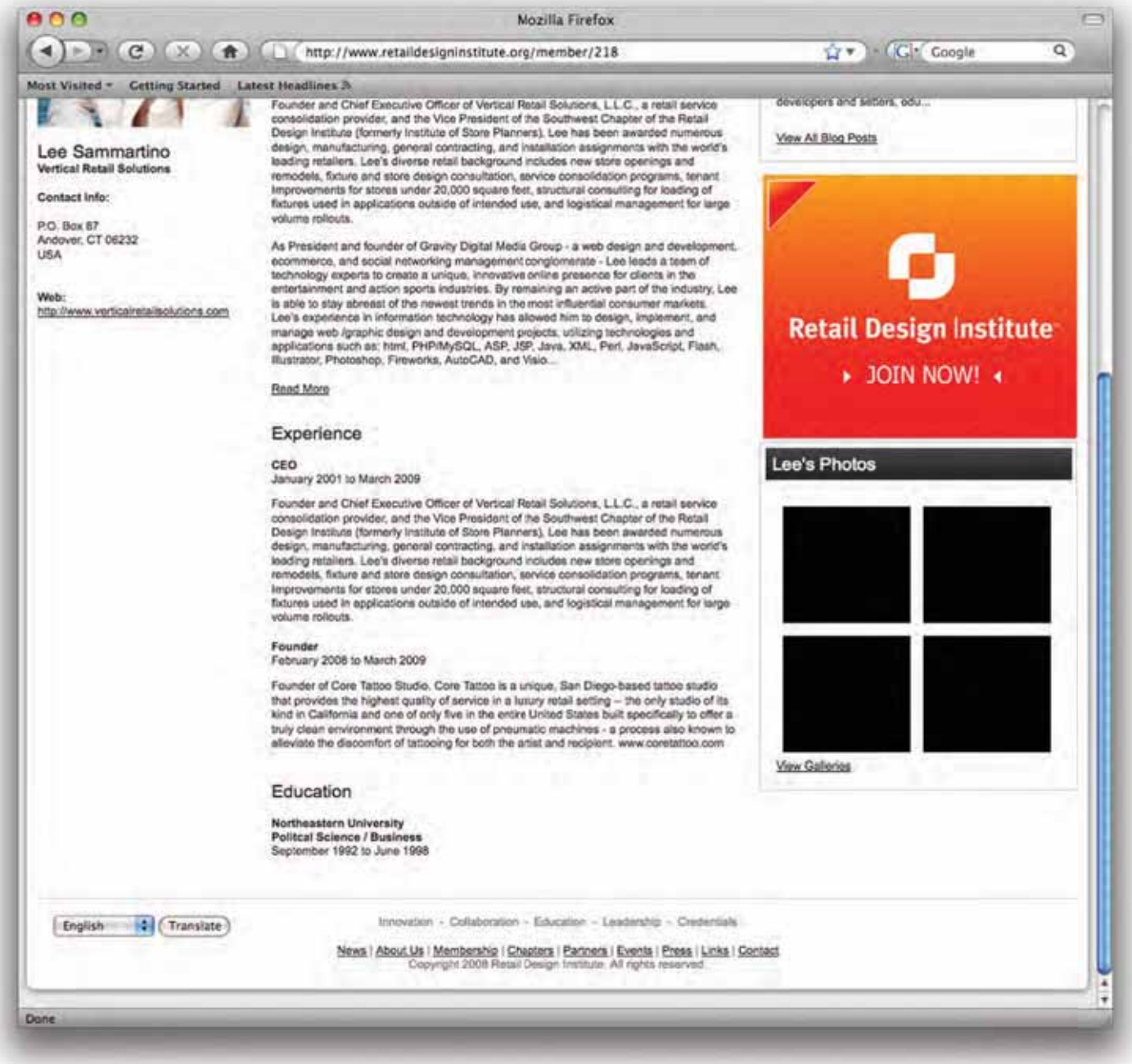
Lee's Photos
Done

**My Profile -> Profile Tab**

## My Profile -> Profile Tab (Continued)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http://www.retaildesigninstitute.org/member/218
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Lee Sammartino
Vertical Retail Solutions
Contact Info:
P.O. Box 87
Andover, CT 06232
USA
Web:
http://www.verticalretailsolutions.com
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February 2008 to March 2009
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Education
Northeastern University
Political Science / Business
September 1992 to June 1998
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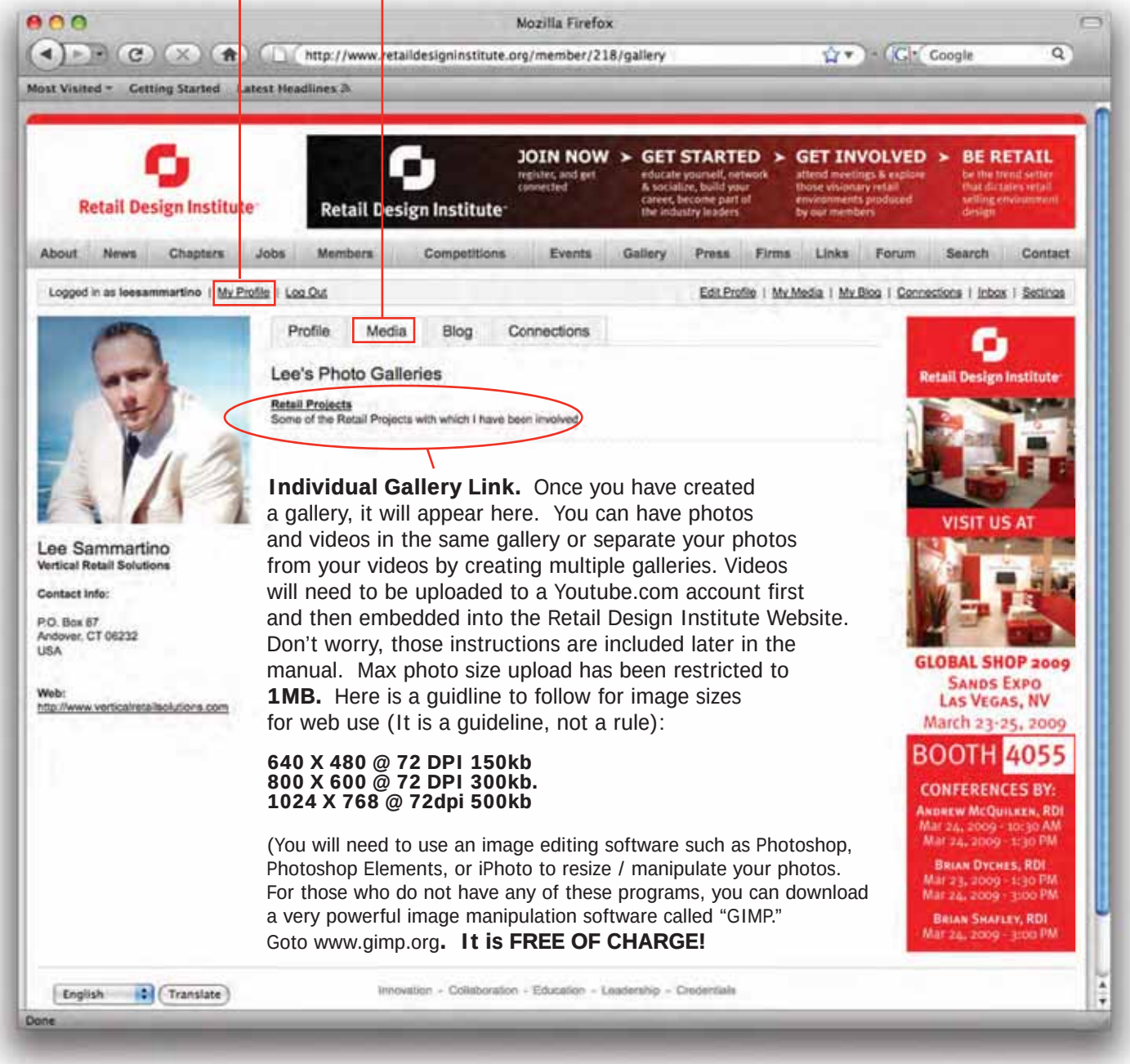
Done

## MEMBER PROFILE ADMINISTRATION

Once you clicked the **"My Profile"** link, you now have the view that the general public has of your profile.

**Media Tab.** To view your photo / video galleries that you have created.




**Individual Gallery Link.** Once you have created a gallery, it will appear here. You can have photos and videos in the same gallery or separate your photos from your videos by creating multiple galleries. Videos will need to be uploaded to a Youtube.com account first and then embedded into the Retail Design Institute Website. Don't worry, those instructions are included later in the manual. Max photo size upload has been restricted to **1MB.** Here is a guidline to follow for image sizes for web use (It is a guideline, not a rule):

**640 X 480 @ 72 DPI 150kb**
**800 X 600 @ 72 DPI 300kb.**
**1024 X 768 @ 72dpi 500kb**

(You will need to use an image editing software such as Photoshop, Photoshop Elements, or iPhoto to resize / manipulate your photos. For those who do not have any of these programs, you can download a very powerful image manipulation software called "GIMP." Goto www.gimp.org**. It is FREE OF CHARGE!**

**My Profile -> Media Tab**

**Media Tab.** To view your photo / video galleries that you have created.

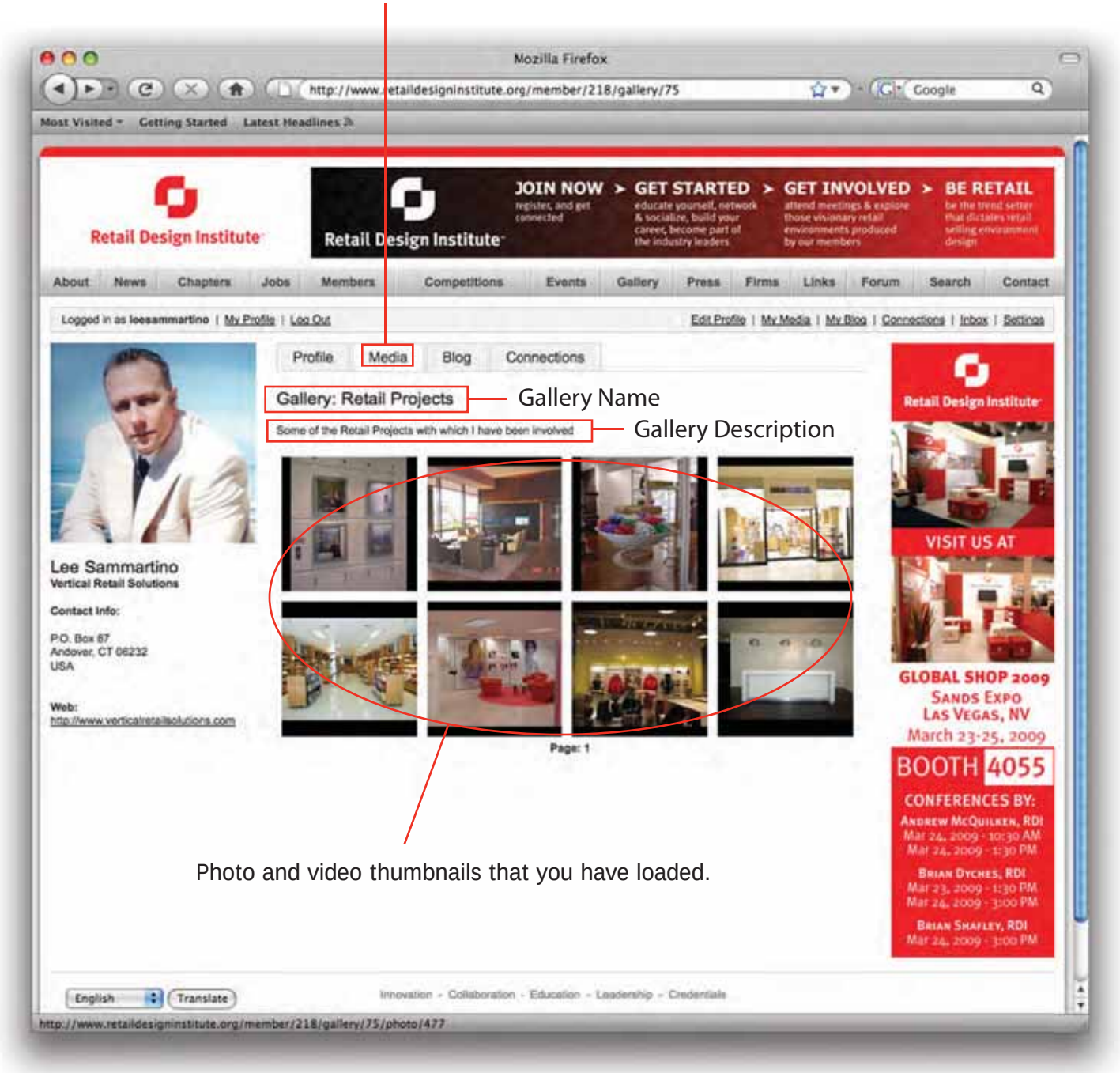



Photo and video thumbnails that you have loaded.

## My Profile -> Media Tab (Continued)

**Media Tab.** To view your photo / video galleries that you have created.

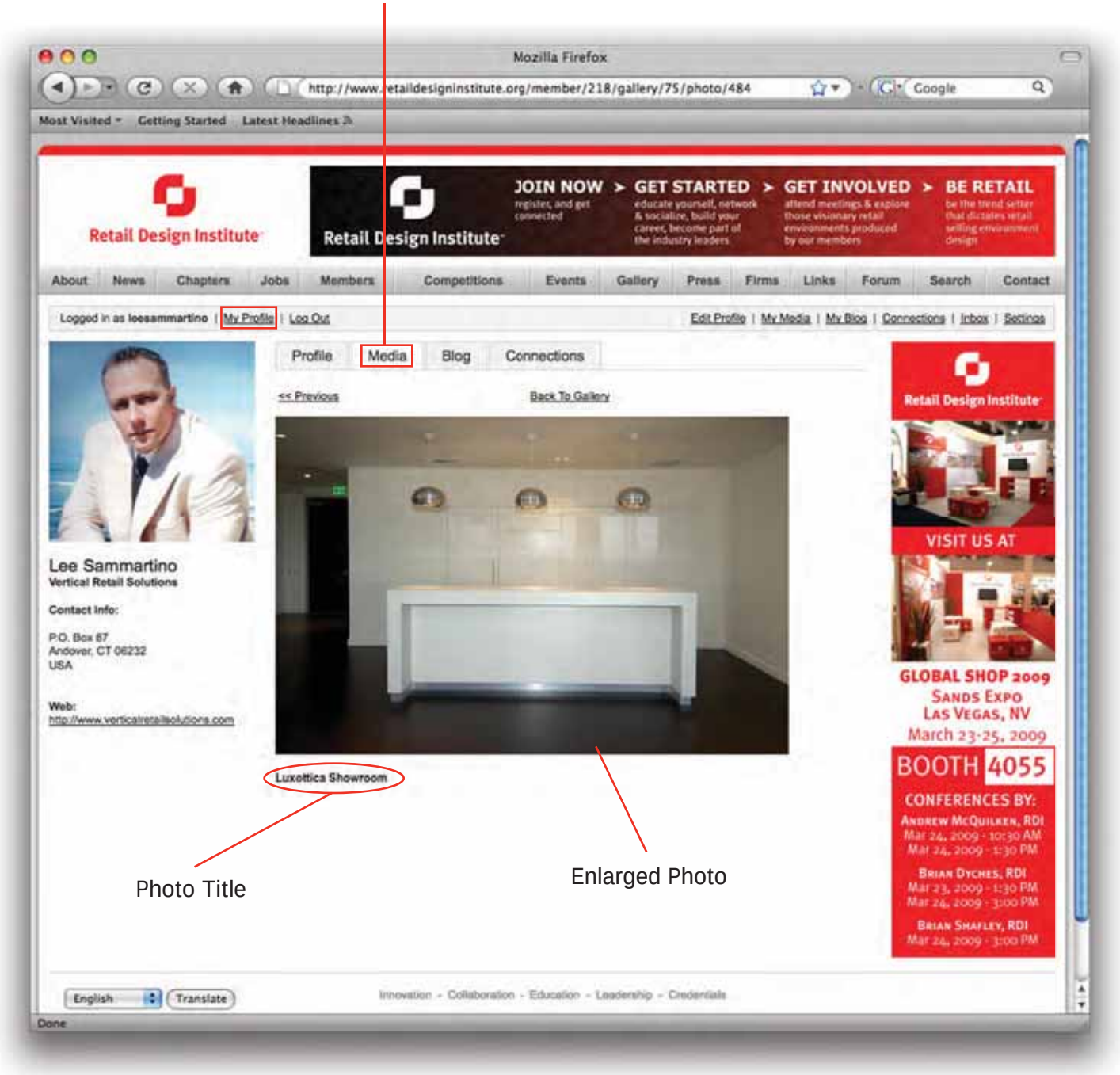



Photo Title

Enlarged Photo

## My Profile -> Media Tab (Continued)

**Blog Tab.** To view the Blogs that you have created.

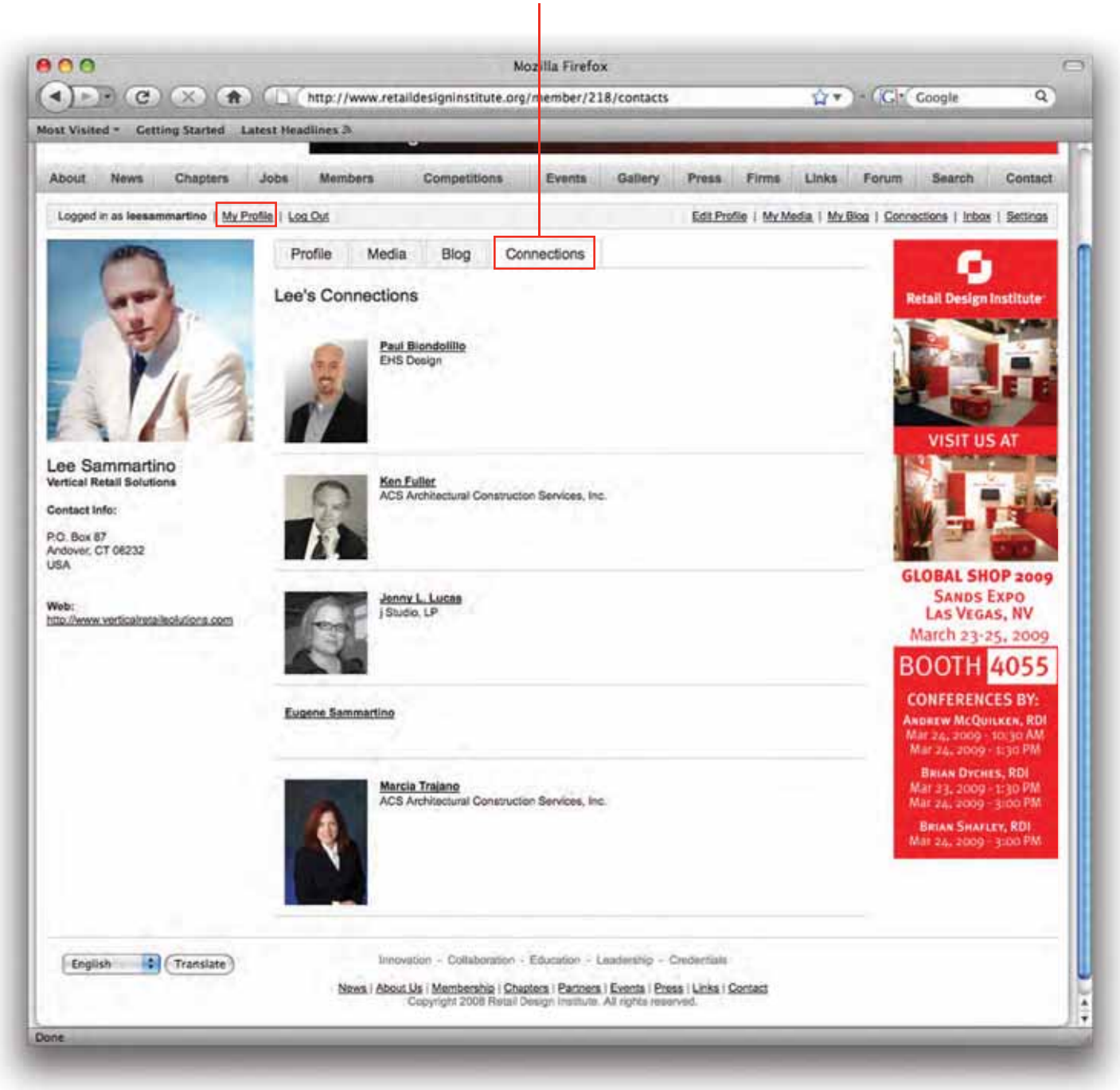
Blog Title & Date

Allows Members that are logged in to comment on your Blog posts.

Blog Post Text

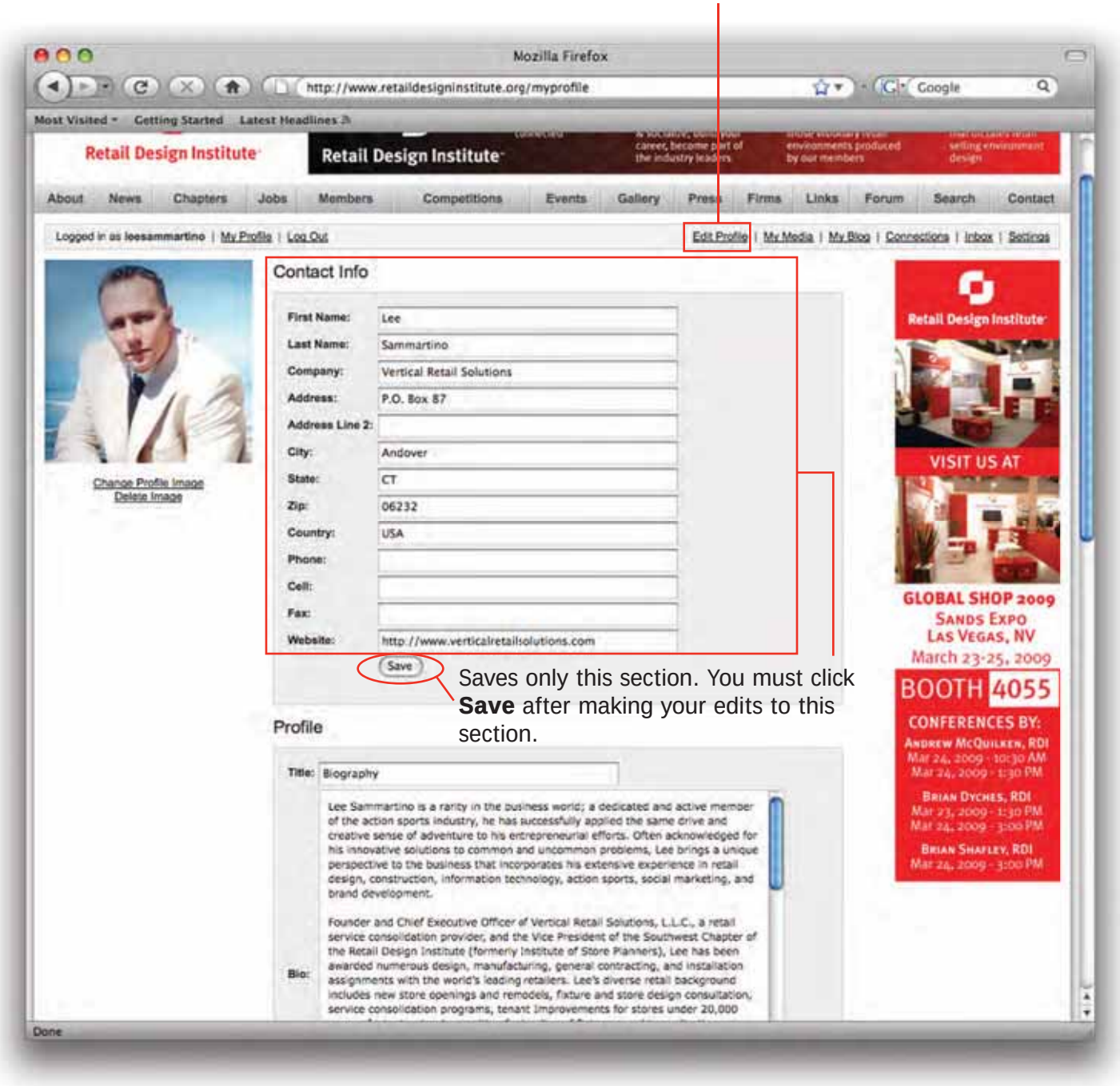
## My Profile -> Blog Tab

**Connections Tab.** To view the "**Connections"** that you have added or that have added you. This is exactly like your connections on Linked-In, or friends on MySpace or Facebook.




My Profile -> Connections Tab

**Edit Profile.** To Edit the Profile section (the section of your Profile viewable by clicking the Profile Tab under the My Profile link. You can edit the corresponding sections of your profile page individually: Contact Info, Profile (Bio), Experience, Education, and resume upload.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Logged in as leesammartino | My Profile | Log Out
Edit Profile | My Media | My Blog | Connections | Inbox | Settings
Change Profile Image
Delete Image
Contact Info
First Name: Lee
Last Name: Sammartino
Company: Vertical Retail Solutions
Address: P.O. Box 87
Address Line 2:
City: Andover
State: CT
Zip: 06232
Country: USA
Phone:
Cell:
Fax:
Website: http://www.verticalretailsolutions.com
Save
Saves only this section. You must click Save after making your edits to this section.
Profile
Title: Biography
Bio:
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Mar 24, 2009 - 1:30 PM
BRIAN DYCHES, RDI
Mar 23, 2009 - 1:30 PM
Mar 24, 2009 - 3:00 PM
BRIAN SHAFLEY, RDI
Mar 24, 2009 - 3:00 PM

**Edit Profile link**

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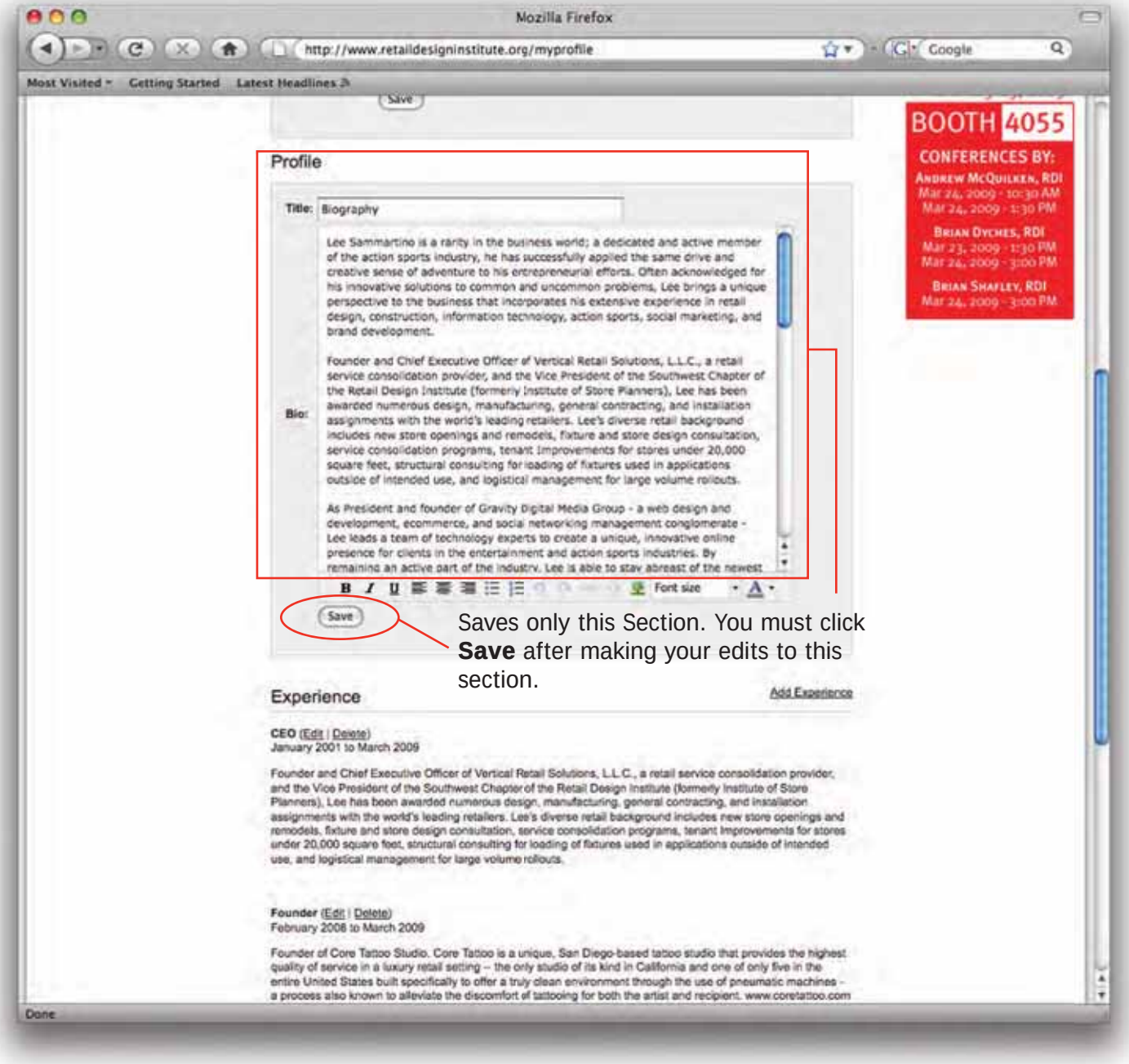
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Font size
Save
Saves only this Section. You must click Save after making your edits to this section.
Experience
Add Experience
CEO (Edit | Delete)
January 2001 to March 2009
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## Edit Profile link (continued)

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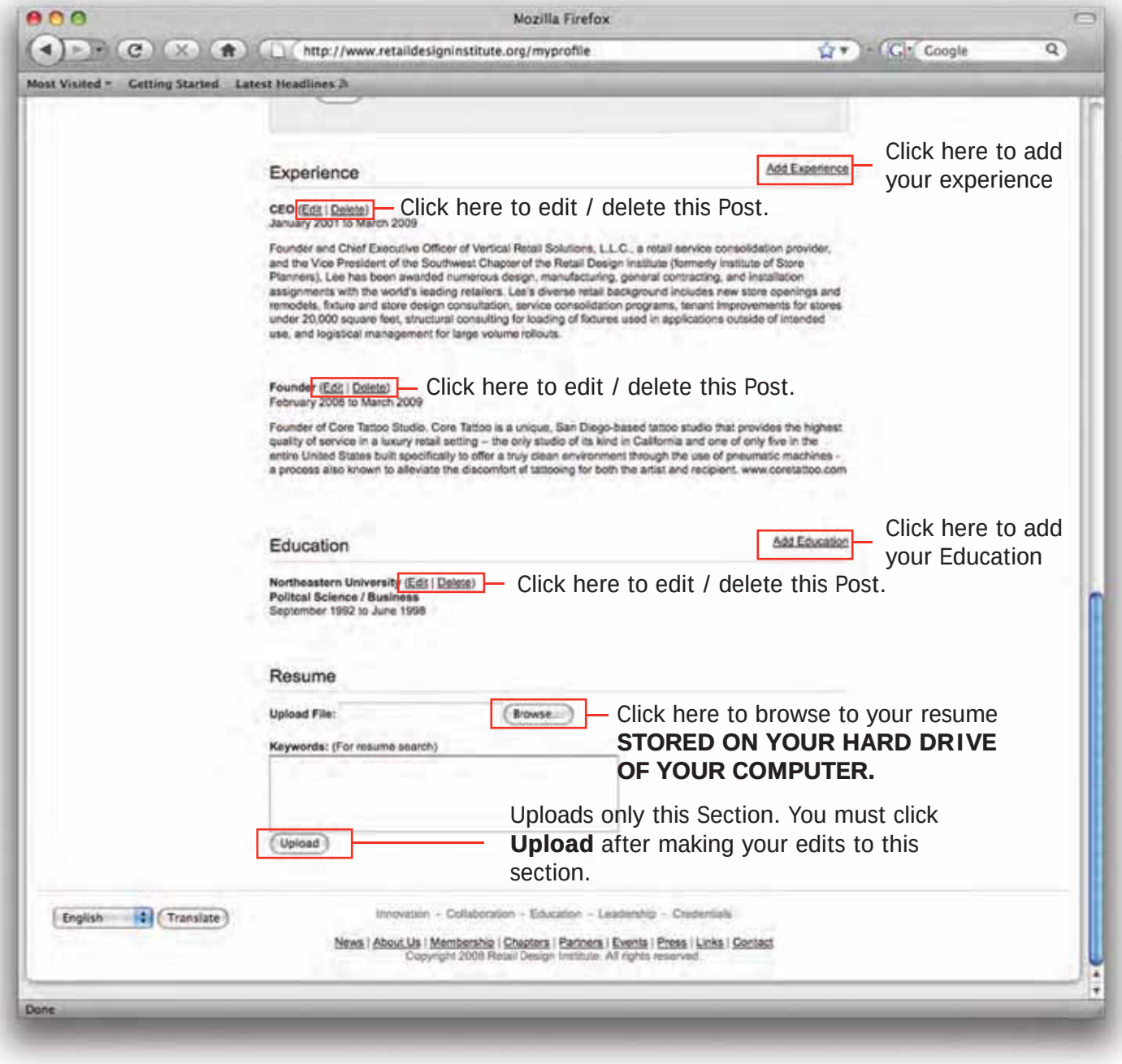
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CEO (Edit | Delete)
Click here to edit / delete this Post.
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Click here to edit / delete this Post.
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Education
Add Education
Click here to add your Education
Northeastern University (Edit | Delete)
Click here to edit / delete this Post.
Political Science / Business
September 1992 to June 1998
Resume
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Browse...
Click here to browse to your resume STORED ON YOUR HARD DRIVE OF YOUR COMPUTER.
Keywords: (For resume search)
Upload
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Done

## Edit Profile link (continued)

**My Media.** To add / edit / delete photo and video galleries, photos, and videos. **ASSURE THAT YOU HAVE PROPER LICENSING / PERMISSIONS TO USE ALL PHOTOS AND VIDEOS, AS WELL AS ANY MUSIC LICENSING / PERMISSIONS THAT YOU POST IN YOUR VIDEOS.**

List of your existing galleries. To edit a gallery, add photos or videos to a gallery, delete photos or videos in a gallery, click on the gallery you wish to change.

Allows you to add another photo / video gallery. Remember, you can post photos and videos in the same gallery.

## MY MEDIA LINK

## MEMBER PROFILE ADMINISTRATION

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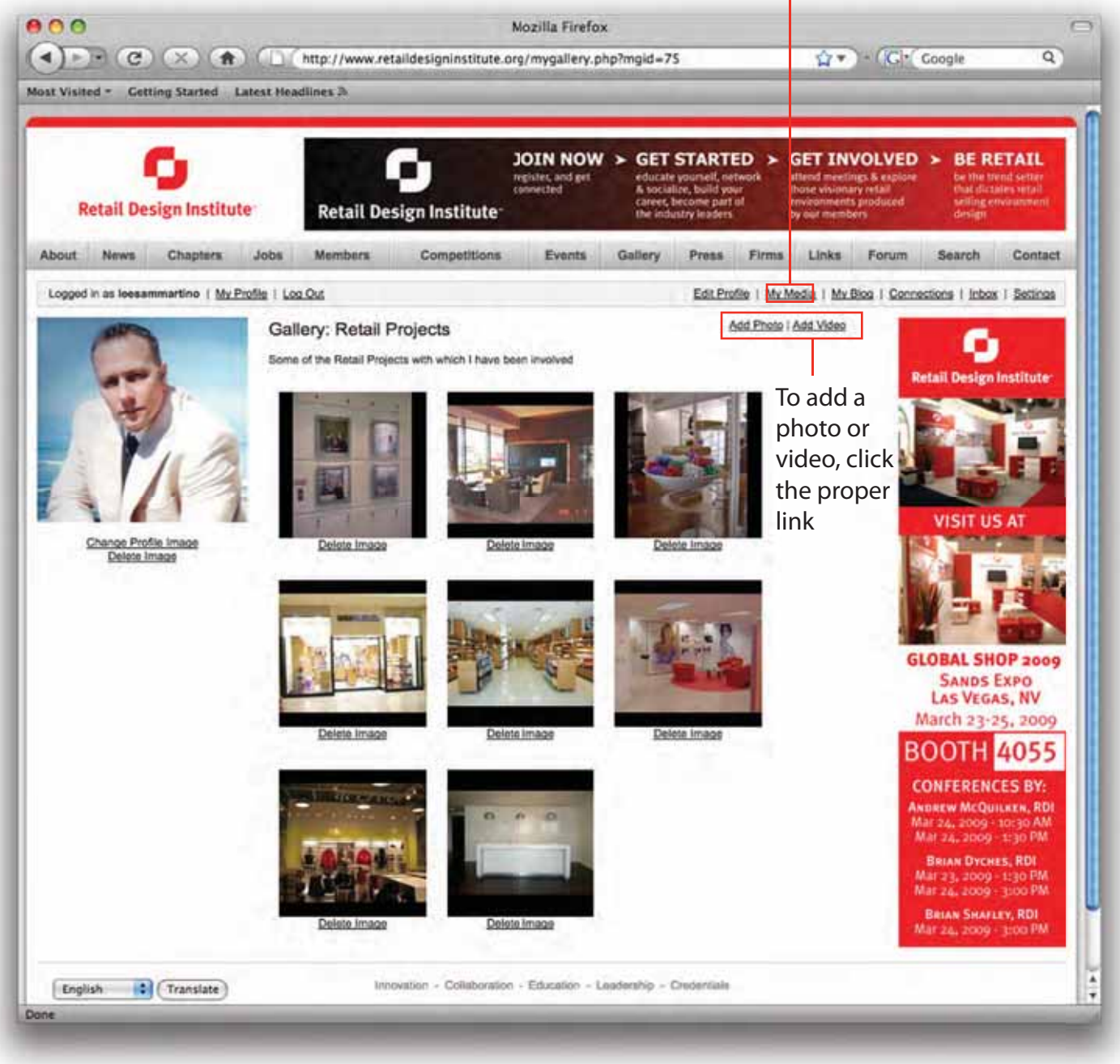
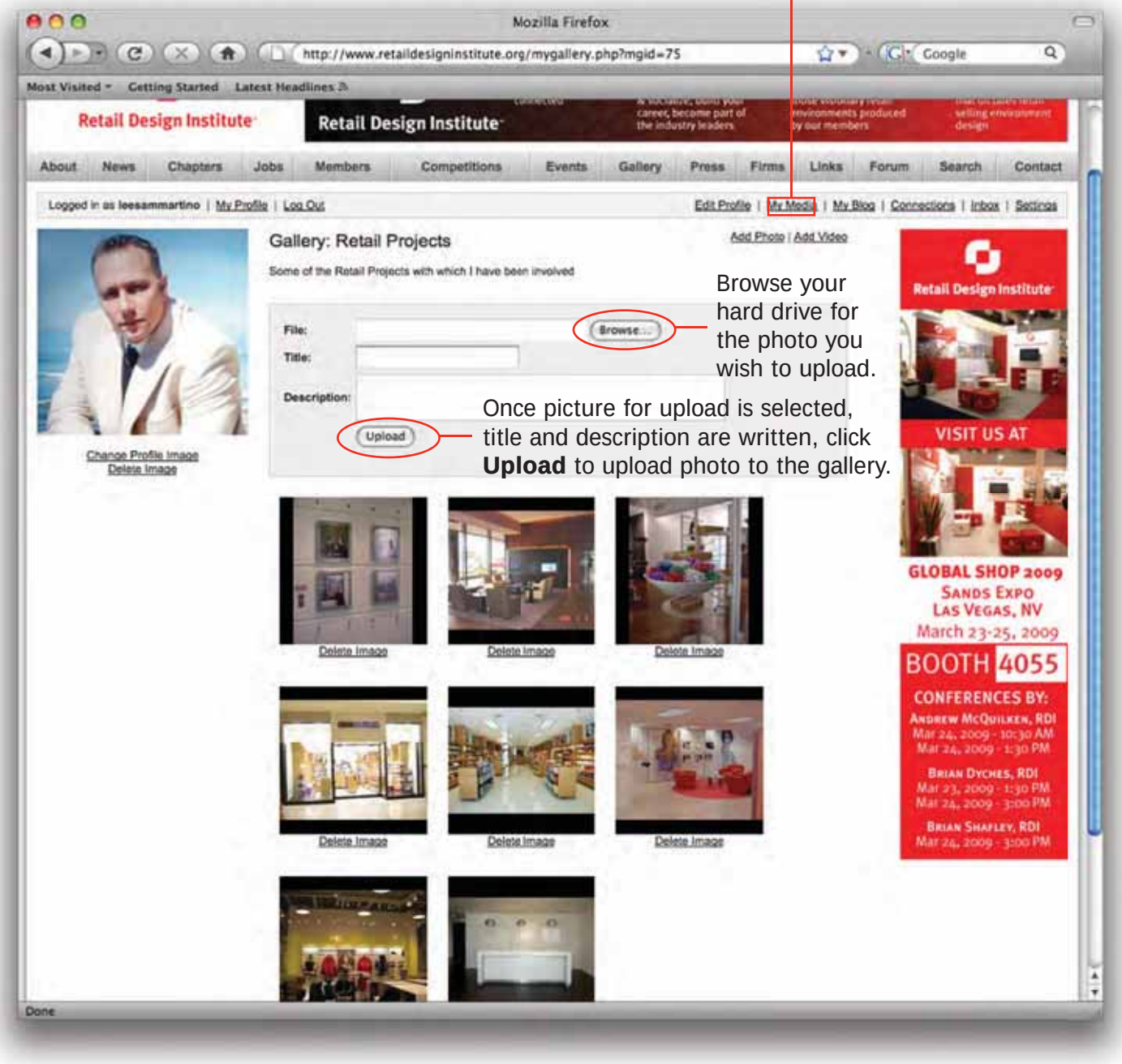



To add a photo or video, click the proper link

## MY MEDIA LINK (continued)

## MEMBER PROFILE ADMINISTRATION

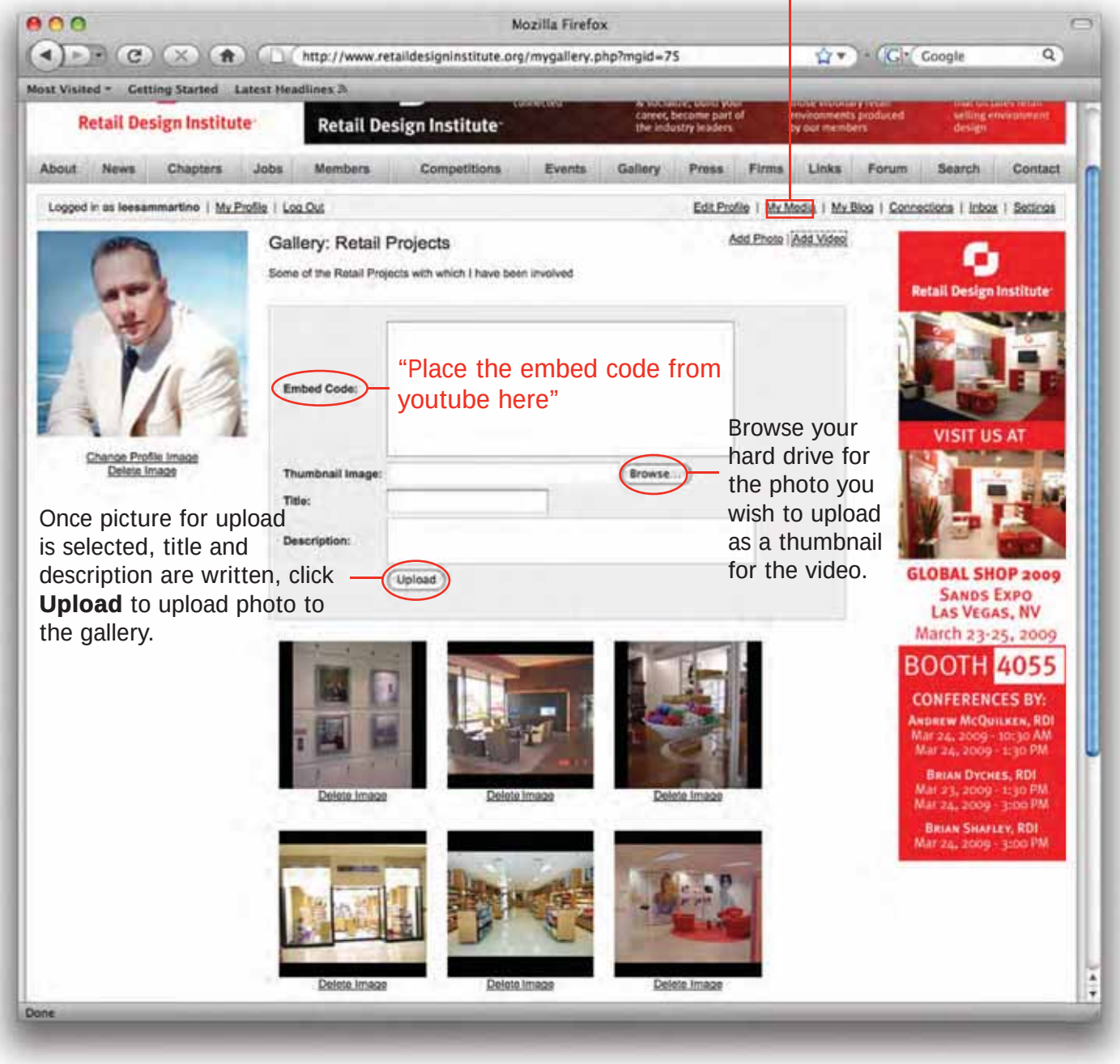
**My Media.** Add Photo Page. Once you have clicked **Add Photo** on the Gallery page, fill in information below.




MY MEDIA LINK -> ADD PHOTO

## MEMBER PROFILE ADMINISTRATION

**My Media.** Add Video Page. Once you have clicked **Add Video** on the Gallery page, fill in information below.



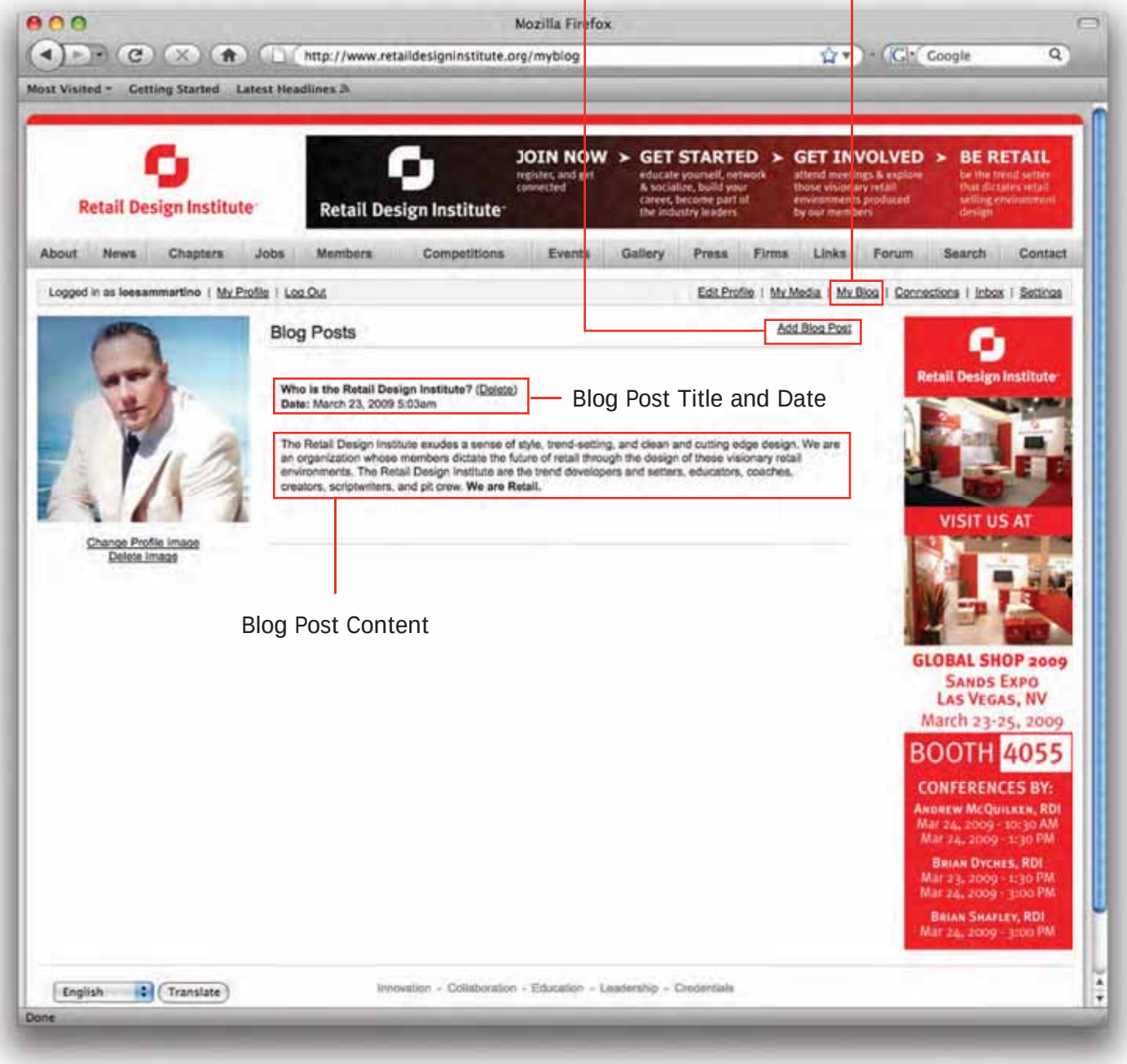

Browse your hard drive for the photo you wish to upload as a thumbnail for the video.

Once picture for upload is selected, title and description are written, click **Upload** to upload photo to the gallery.

## MY MEDIA LINK -> ADD VIDEO

Once you have clicked **Add Blog Post** fill in information for Blog title and and the Text field for your content, then click **Save** to save your Blog Post.

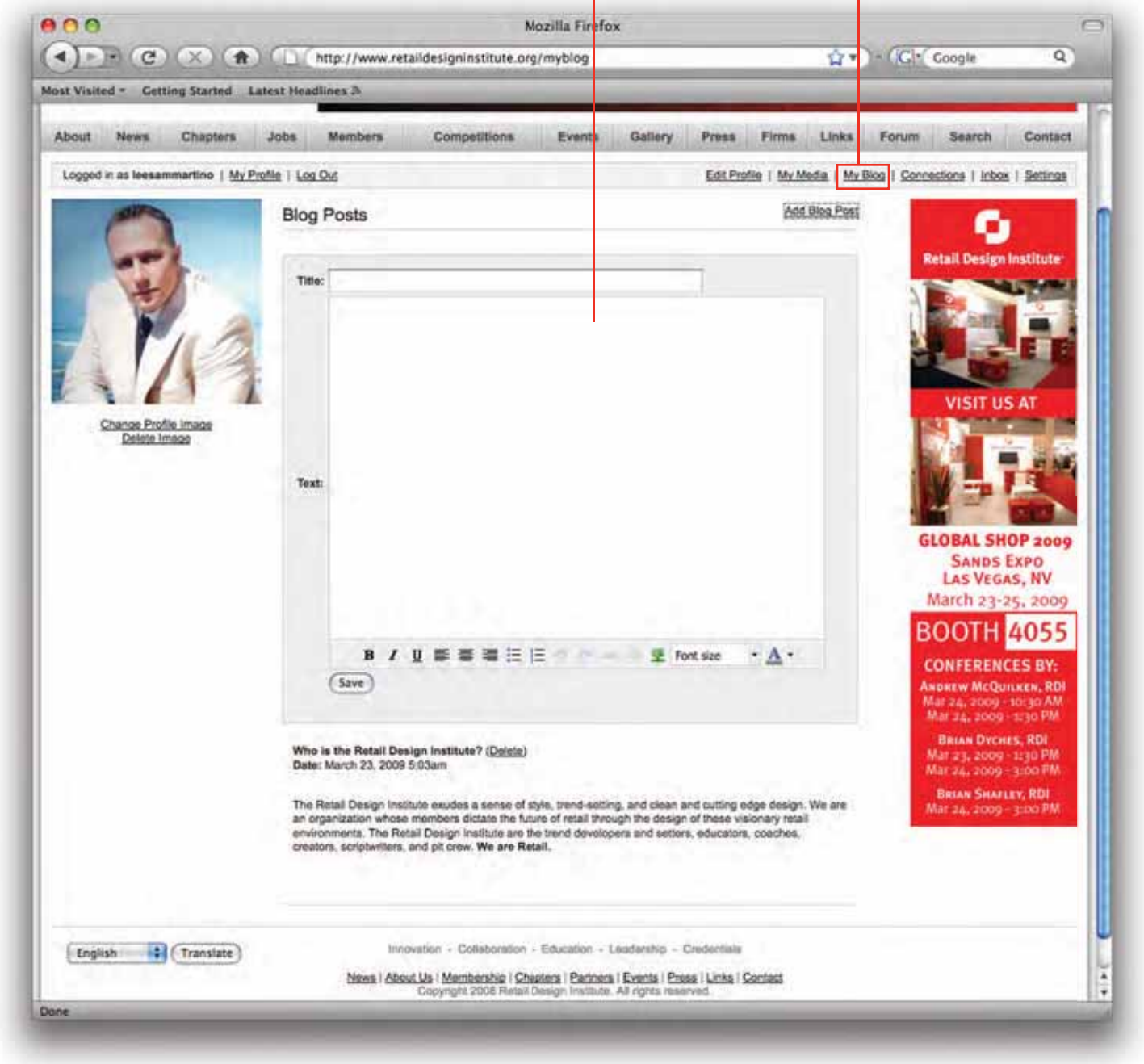
**My Blog**. Add Blog Post Page.




## MY BLOG LINK

**My Blog**. Add Blog Post Page.

Fill in information for Blog Title and and the Text field for your content, then click **Save** to save your Blog Post.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Links
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Contact
Logged in as leesammartino | My Profile | Log Out
Edit Profile | My Media | My Blog | Connections | Inbox | Settings
Blog Posts
Add Blog Post
Change Profile Image
Delete Image
Title:
Text:
Font size
Save
Who is the Retail Design Institute? (Delete)
Date: March 23, 2009 5:03am
The Retail Design Institute exudes a sense of style, trend-setting, and clean and cutting edge design. We are an organization whose members dictate the future of retail through the design of these visionary retail environments. The Retail Design Institute are the trend developers and setters, educators, coaches, creators, scriptwriters, and pit crew. We are Retail.
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Done

## MY BLOG LINK (Continued)

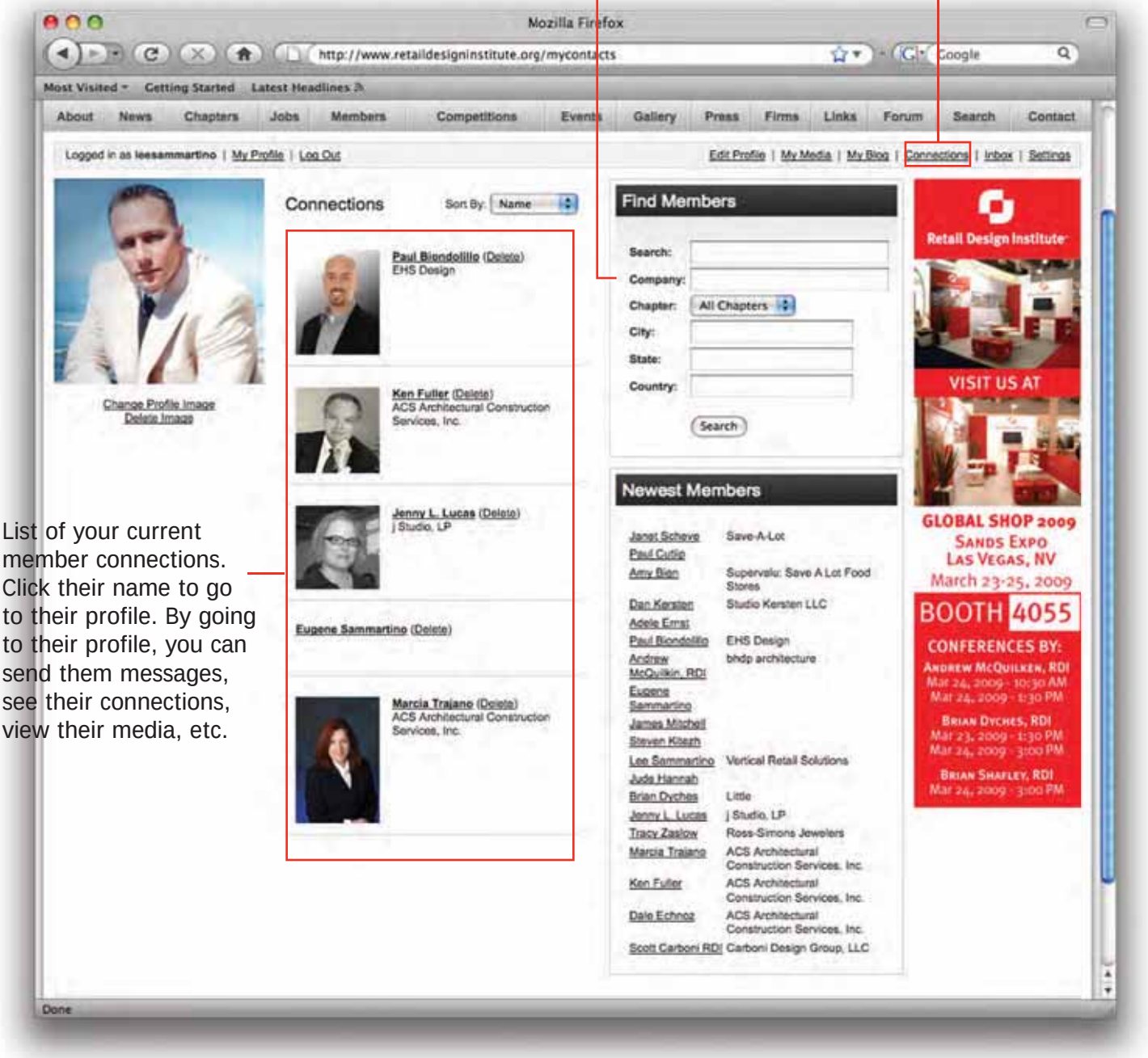
## MEMBER PROFILE ADMINISTRATION

To add member as a Connection, go to their profile and click **Add as Connection** under thier profile picture.

Search Function to find members who have activated their accounts

**CONNECTIONS**. Member Connection Page.

List of your current member connections. Click their name to go to their profile. By going to their profile, you can send them messages, see their connections, view their media, etc.




## MY CONNECTIONS LINK

## MEMBER PROFILE ADMINISTRATION

When you log in, if you have new messages, you will see the number of new messages in parenthesis next to the **Inbox (3).** When you click **Inbox**, you are immediately brought to the inbox.

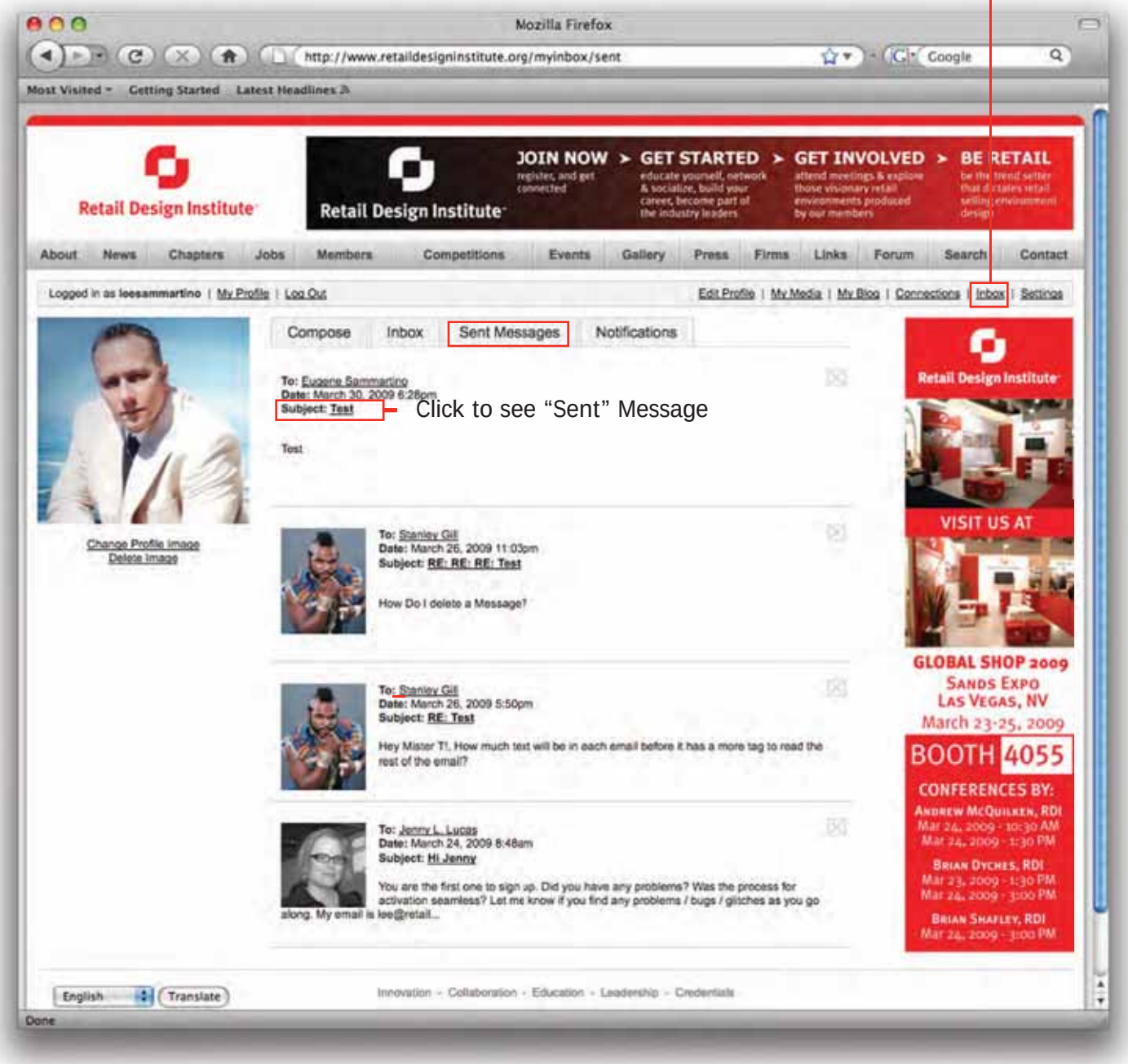
## INBOX LINK

You must click **Inbox** in order to access all of your mail functions.

## INBOX LINK -> COMPOSE TAB

## MEMBER PROFILE ADMINISTRATION

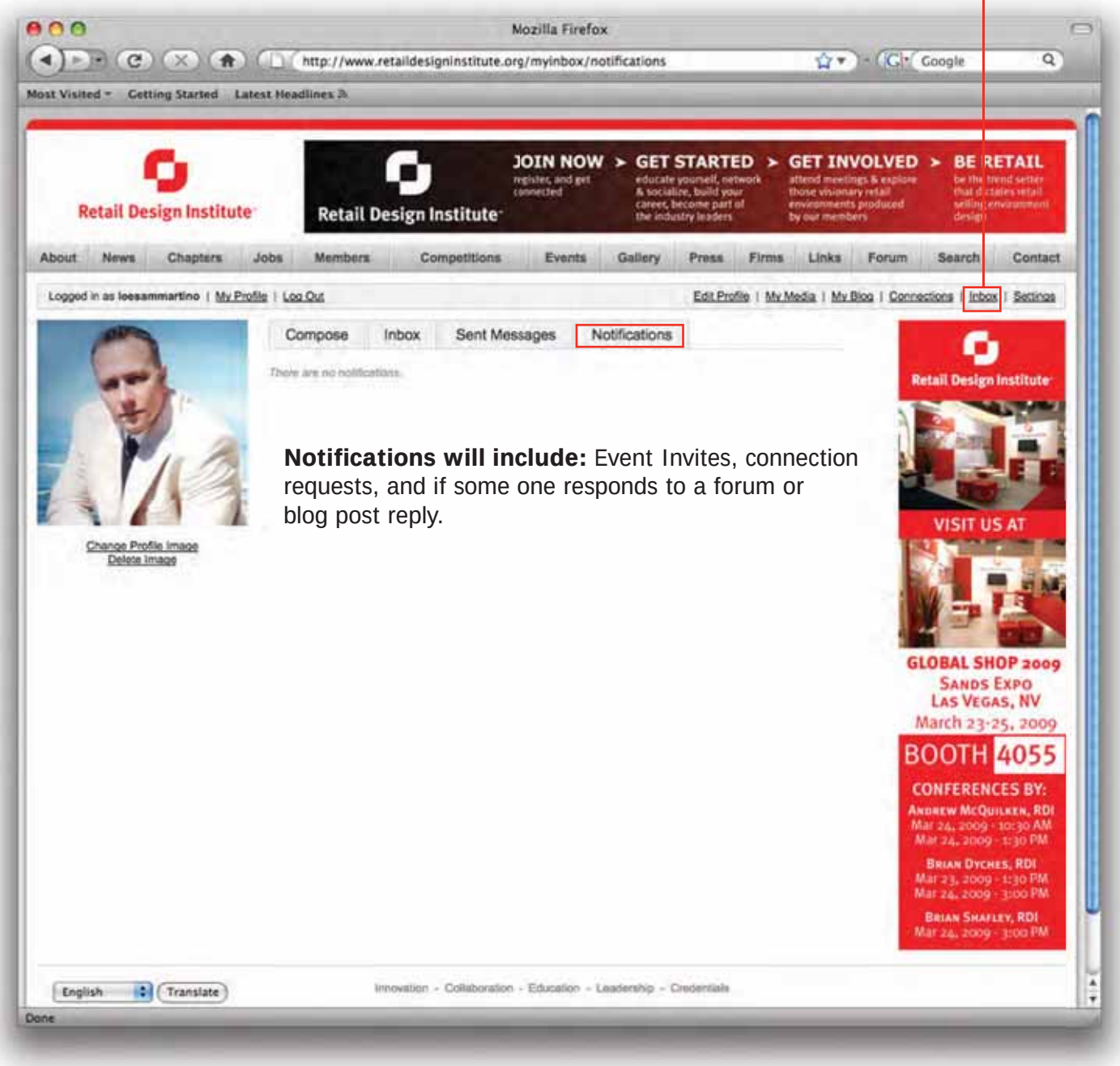
You must click **Inbox** in order to access all of your mail functions.




## INBOX LINK -> SENT MESSAGE TAB

## MEMBER PROFILE ADMINISTRATION

You must click **Inbox** in order to access all of your mail functions.

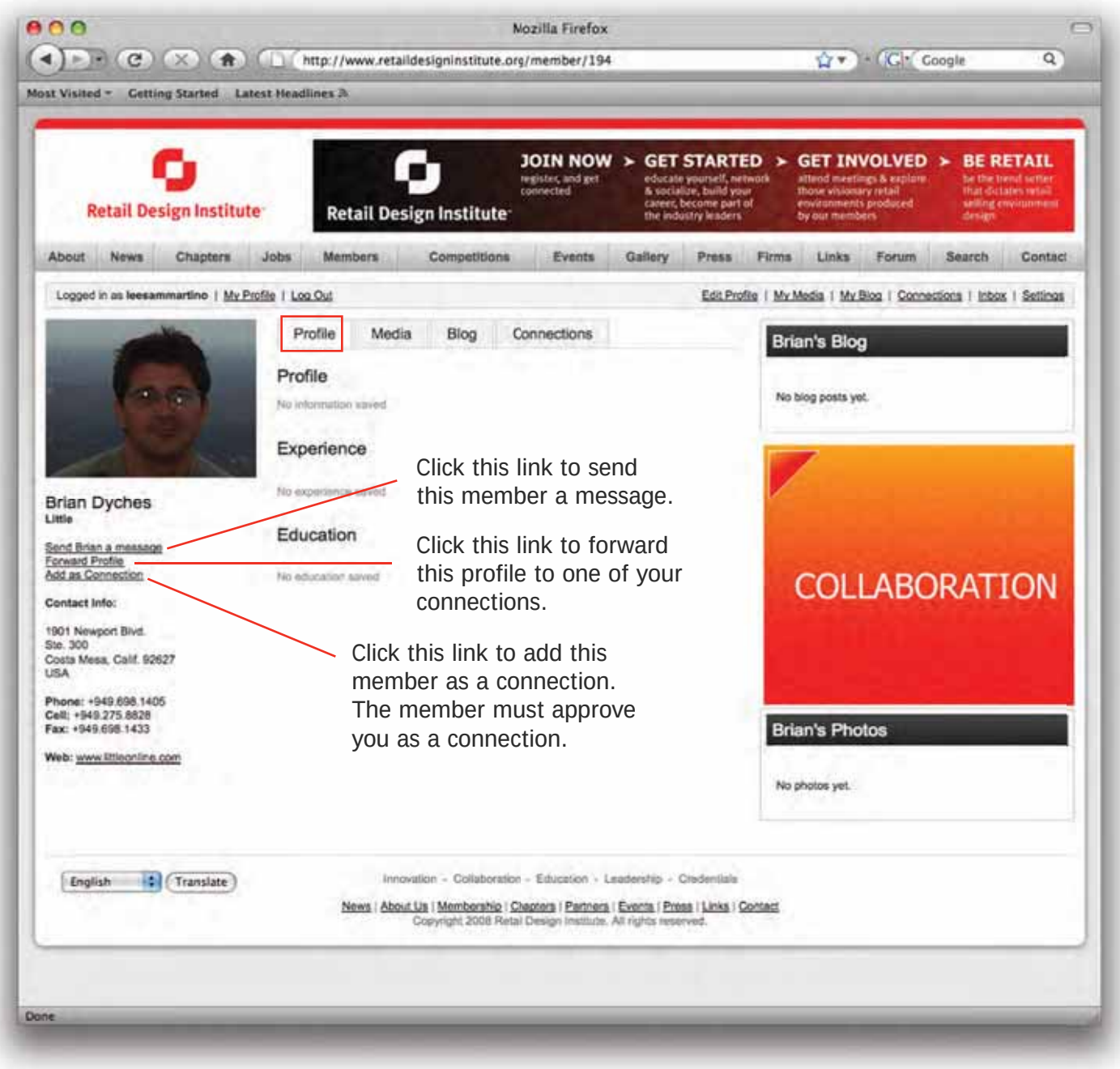



## INBOX LINK -> NOTIFICATIONS TAB

**Settings**. Allows you to control your account, privacy, and password settings for your account.

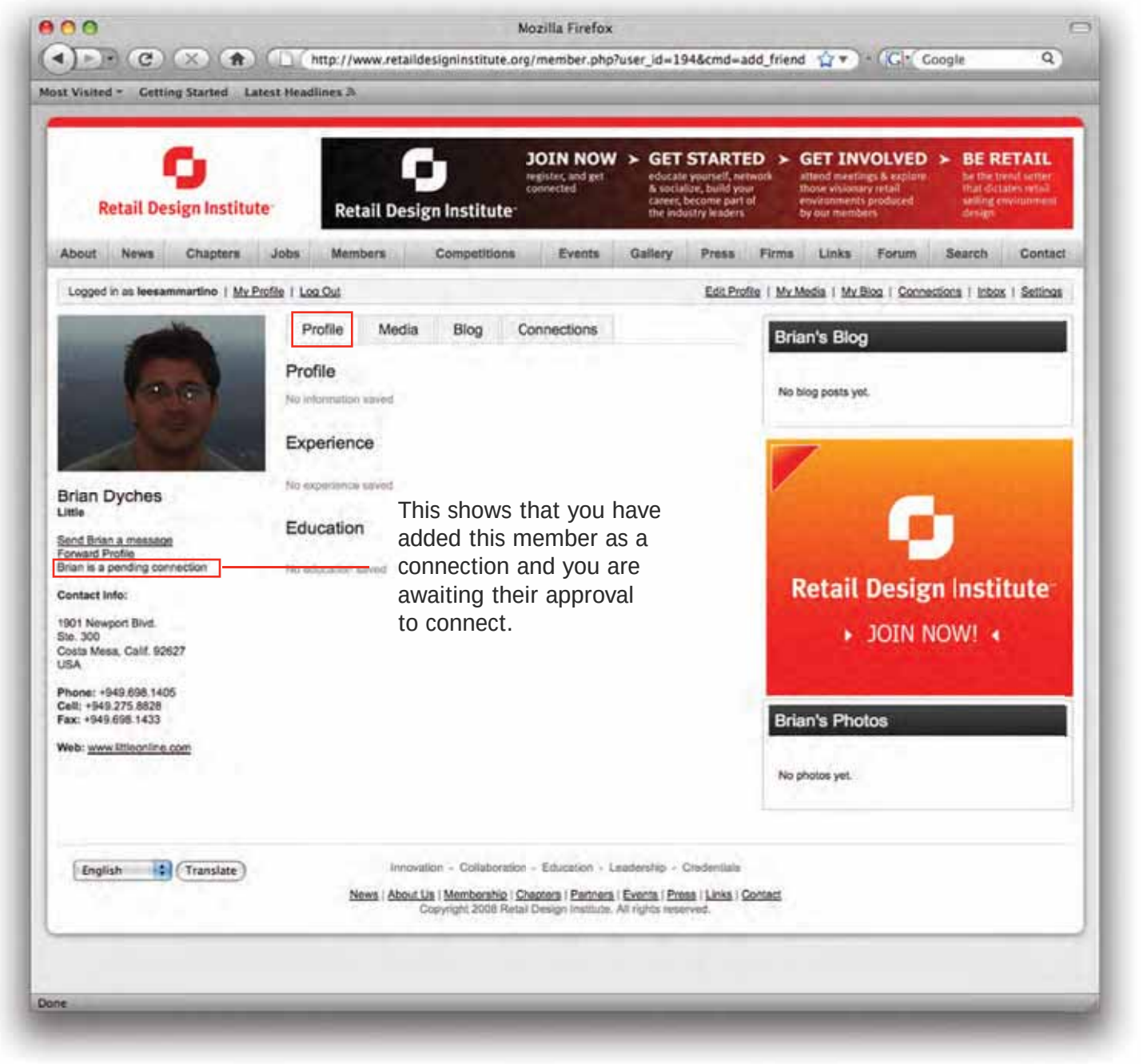
## SETTINGS LINK

By going to another member's page, you can send them a message, forward their profile to one of your connections, add them as a connection, view their profile, media, blogs, and member connections that they have.




A CONNECTIONS PAGE

By going to another member's page, you can send them a message, forward their profile to one of your connections, add them as a connection, view their profile, media, blogs, and member connections that they have.



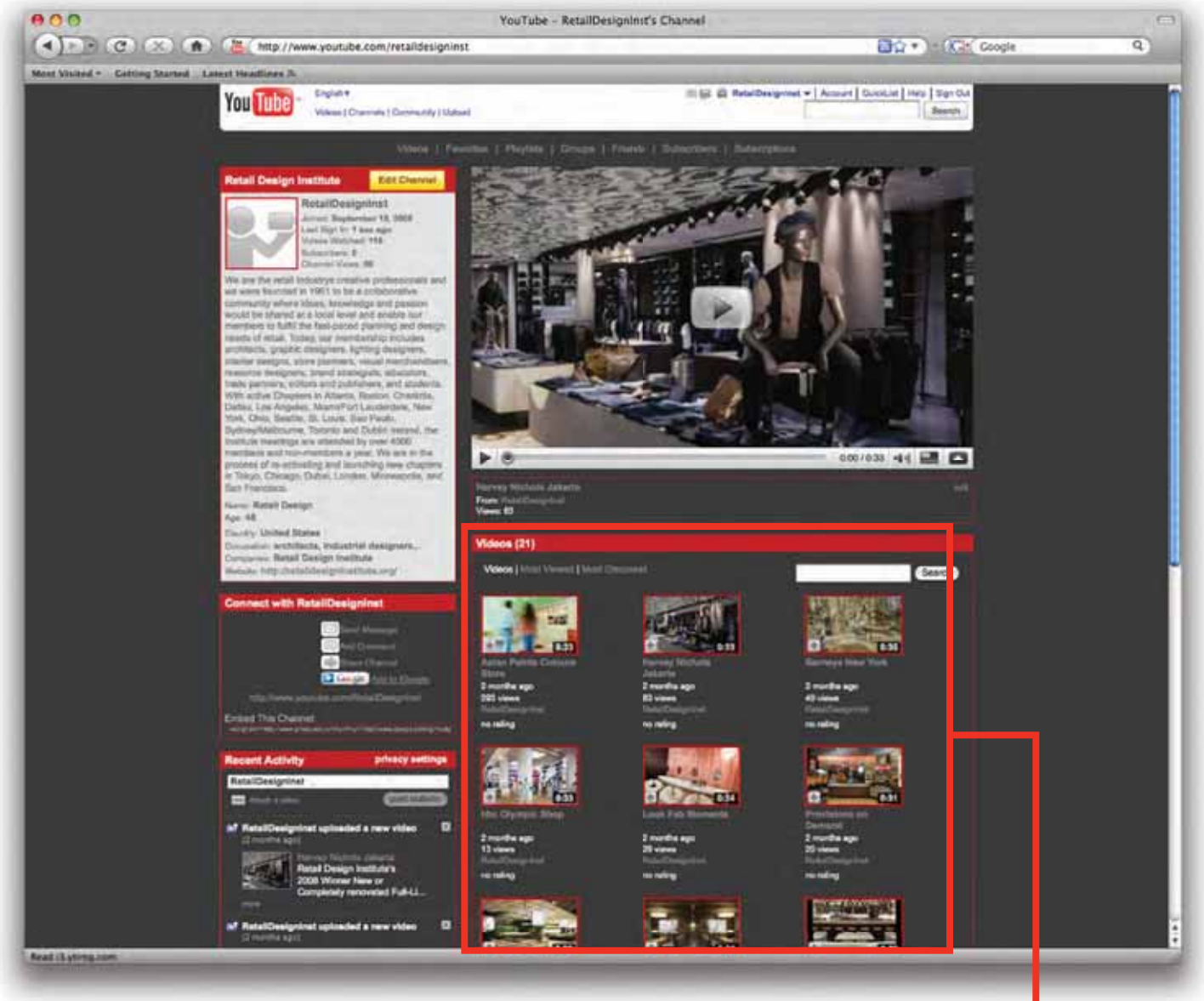

This shows that you have added this member as a connection and you are awaiting their approval to connect.

A CONNECTIONS PAGE

## MEMBER PROFILE ADMINISTRATION
## YOUTUBE VIDEO EMBEDDING

By going to www.youtube.com and setting up an account, you can upload videos that will aid in self promotion and act as another venue for you to be seen. We have implemented an easy way for you to embed your videos on your Retail Design Institute Member Profile Media section.

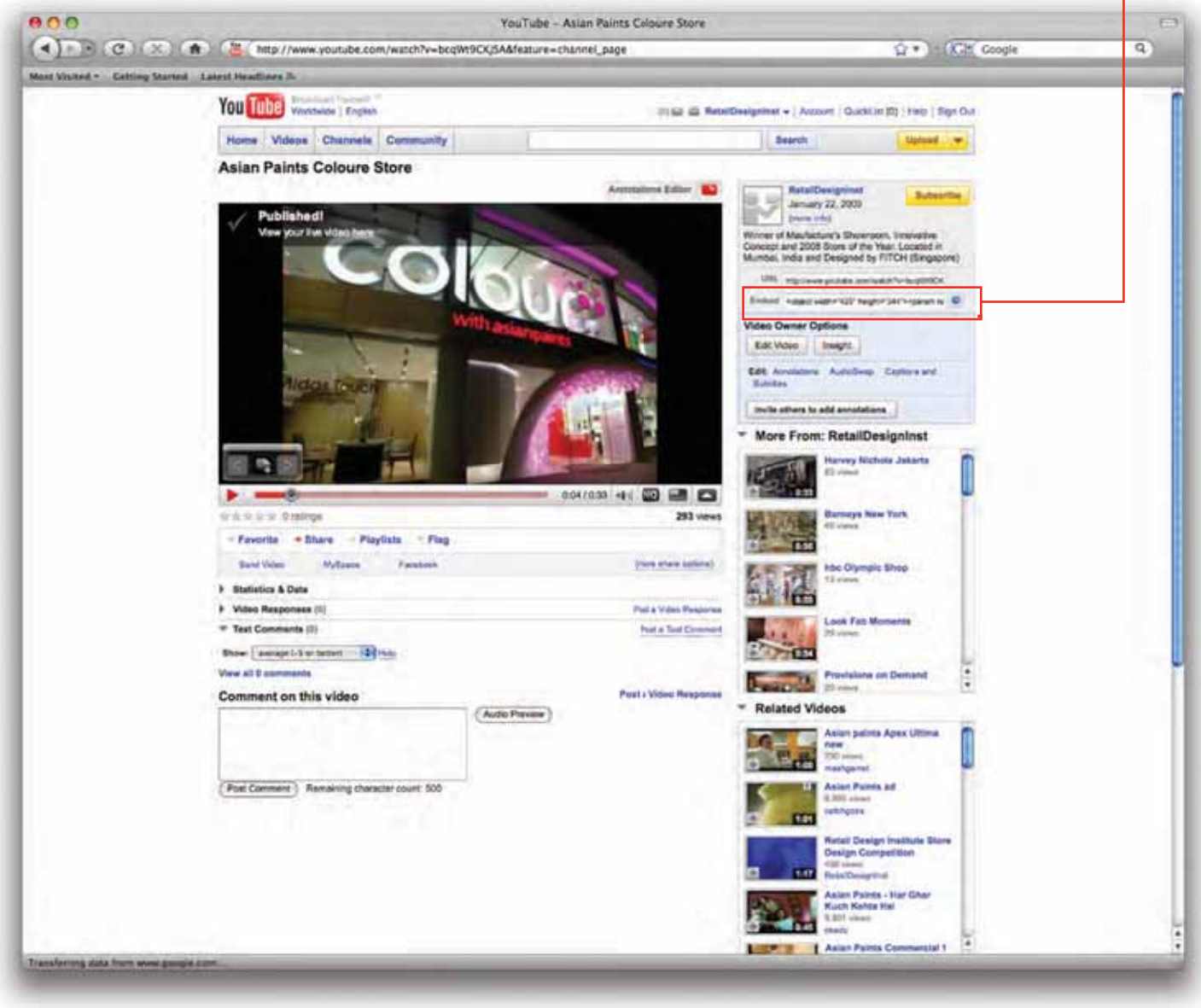
Go to www.youtube.com and set up an account. Populate your profile with all of your information. Create and upload your self-promotional videos to YouTube. The Image below is the Retail Design Institute's Youtube page (www.youtube.com/retaildesigninst).




If this was your Youtube profile, Click the video that you wish to embed on your Member Profile for the Retail Design Institute.

## YOUTUBE VIDEO EMBED

Click inside of the **Embed** section. The code will be highlighted in blue. Choose **Edit -> Copy** from your browser bar. (Keyboard hot keys for copy are **ctrl c** on a PC and **command c** on a mac).



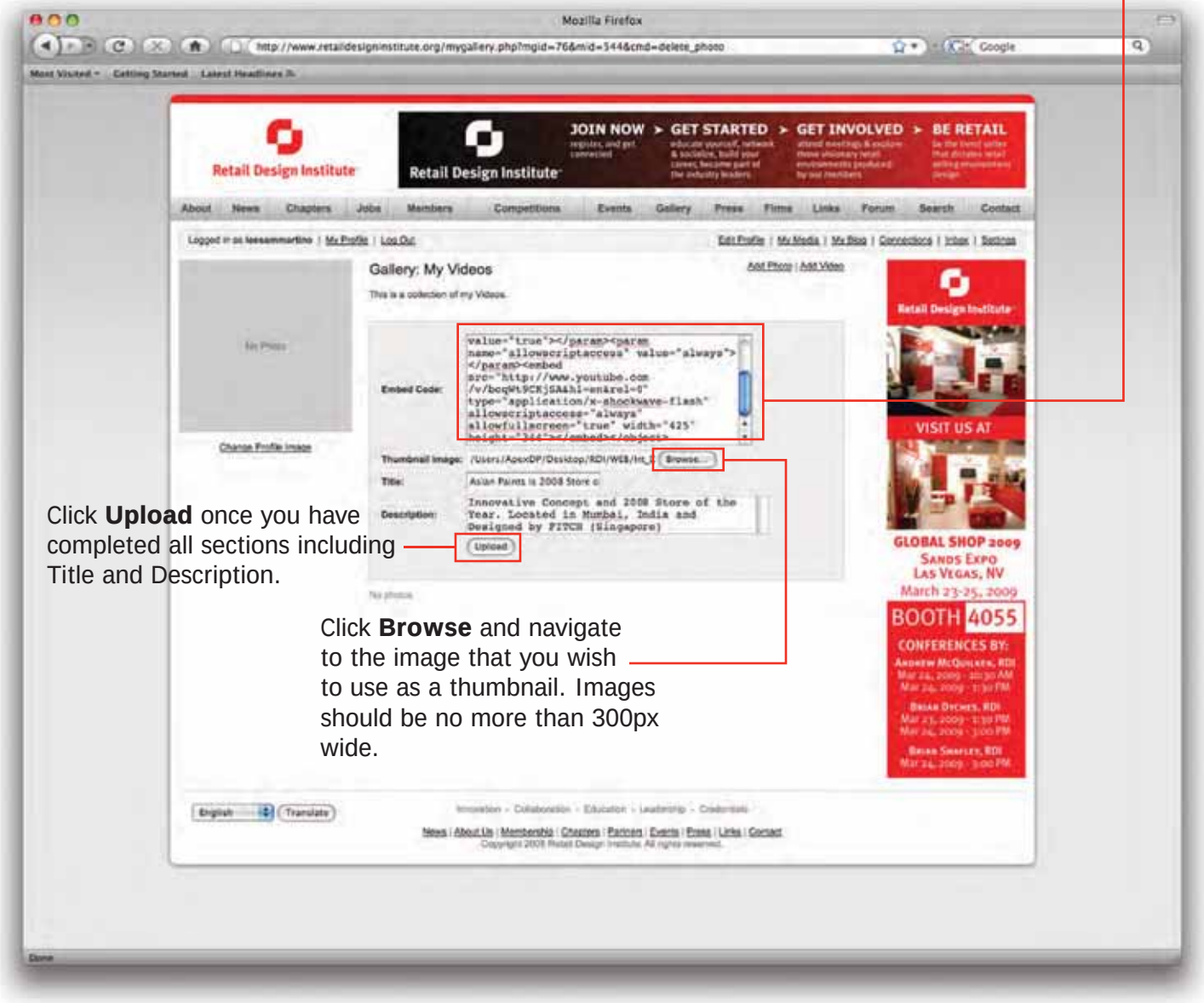

YOUTUBE VIDEO EMBED -> STEP 2

## MEMBER PROFILE ADMINISTRATION
## YOUTUBE VIDEO EMBEDDING

Go back to your Retail Design Institute Profile and choose the **My Media** tab. Add or Choose a gallery to copy the **embed** code to from you tube . Once inside the gallery you wish to add a video to, click **Add Video**

## YOUTUBE VIDEO EMBED -> STEP 3

Click inside of the **Embed Code** section. Choose **Edit -> Paste** from your browser bar. (Keyboard hot keys for paste are **ctrl v** on a PC and **command v** on a mac).




Click **Upload** once you have completed all sections including Title and Description.

Click **Browse** and navigate to the image that you wish to use as a thumbnail. Images should be no more than 300px wide.

## YOUTUBE VIDEO EMBED -> STEP 4

## MEMBER PROFILE ADMINISTRATION
## YOUTUBE VIDEO EMBEDDING

The tutorial on this page completely optional! After viewing a Youtube hosted video, Youtube will automatically list suggested videos that match up with certain keywords. The problem with this is that inappropriate, or even worse, YOUR COMPETITION'S VIDEOS, can be suggested! Here is a workaround for it. If you do not feel comfortable adjusting lines of code, do not worry, just follow these steps:

### Original Code:

```
<object width="425" height="344"><param name="movie"
value="http://www.youtube.com/v/bcqWt9CKjSA&hl=en&fs=1"></param><param
name="allowFullScreen" value="true"></param><param name="allowscriptaccess"
value="always"></param><embed
src="http://www.youtube.com/v/bcqWt9CKjSA&hl=en&fs=1" type="application/x-shockwave-
flash" allowscriptaccess="always" allowfullscreen="true" width="425"
height="344"></embed></object>
```

### Code Parts to Change: (see in bold red)

```
<object width="425" height="344"><param name="movie"
value="http://www.youtube.com/v/bcqWt9CKjSA&hl=en&fs=1"></param><param
name="allowFullScreen" value="true"></param><param name="allowscriptaccess"
value="always"></param><embed
src="http://www.youtube.com/v/bcqWt9CKjSA&hl=en&fs=1" type="application/x-
shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="425"
height="344"></embed></object>
```

**Change the fs=1 to rel=0**

### New Code that Eliminates Related Videos: (see in bold yellow)

```
<object width="425" height="344"><param name="movie"
value="http://www.youtube.com/v/bcqWt9CKjSA&hl=en&rel=0"></param><param
name="allowFullScreen" value="true"></param><param name="allowscriptaccess"
value="always"></param><embed
src="http://www.youtube.com/v/bcqWt9CKjSA&hl=en&rel=0" type="application/x-
shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="425"
height="344"></embed></object>
```

YOUTUBE VIDEO EMBED -> STEP 5